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ABSTRACT

In 2000, the University System of Georgia (USG) verified that USG institutions enrolled a low percentage of African American males in comparison with the percentage of African American males in the state's population. In 2001, the USG developed a special funding initiative to conduct a study of barriers to the participation of African American males in the USG. This report is the end product of the effort, which had four key elements: (1) forming a task force divided into six study teams that examined issues related to the low participation of African American males in the USG; (2) hiring an external consulting team to identify barriers to participation in the USG by African American males through an extensive interview study; (3) funding six strategic pilot initiatives on USG campuses to create or expand programs for African American males; and (4) developing a marketing plan and collaterals to raise the college aspirations and expand the enrollment of African American males in the USG. The report contains a synopsis of all these activities and presents final recommendations from the USG African American Male Initiative. These 15 recommendations center on increasing access and improving retention for African American male students. (SLD)

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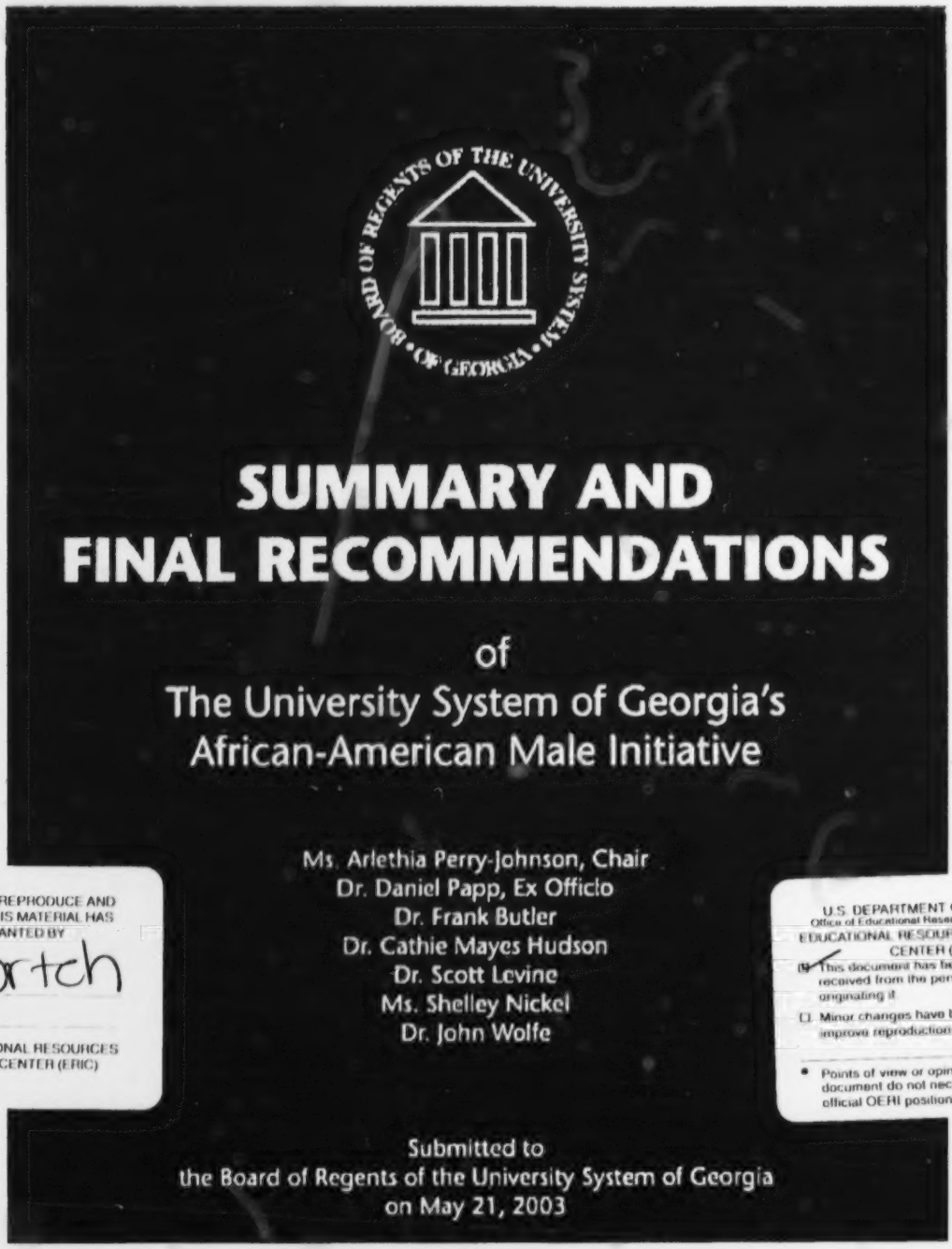

SUMMARY AND FINAL RECOMMENDATIONS

of

The University System of Georgia's African-American Male Initiative

Ms. Arlethia Perry-Johnson, Chair
Dr. Daniel Papp, Ex Officio
Dr. Frank Butler
Dr. Cathie Mayes Hudson
Dr. Scott Levine
Ms. Shelley Nickel
Dr. John Wolfe

Submitted to
the Board of Regents of the University System of Georgia
on May 21, 2003

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EXECUTIVE SUMMARY:
THE UNIVERSITY SYSTEM OF GEORGIA'S AFRICAN-AMERICAN MALE INITIATIVE

In 2000, the University System of Georgia (USG) verified that USG institutions enrolled a low percentage of African-American males in comparison to the percentage of African-American males in the population. For example, within the USG, African-American females out-numbered African-American males two to one (28,000 to 14,000) even though the percentage of African-American males and females in the population was about the same. A similar situation exists in almost every University System in the country.

In response, the USG in 2001 developed a special funding initiative to conduct an initiative aimed at identifying barriers to the participation of African-American males in the University System. The Governor and General Assembly provided the USG $200,000 in FY03 to support the initiative. The attached report is the end-product of the initiative, which had four key elements: 1.) forming a task force of members of the Board of Regents, University System staff, and K-12, higher education and national educational policy experts divided into six study teams that examined pertinent issues regarding the low enrollment of African-American males in the USG; 2.) hiring an external consulting team to identify barriers to participation in the USG by African-American males by conducting an extensive state-wide interview effort; 3.) funding six strategic pilot initiatives on USG campuses to create or expand programs to encourage African-American males to consider, enroll in, and graduate from college; and 4.) developing a marketing plan and collaterals to raise the college aspirations and expand the enrollment of African-American males in the USG

THE TASK FORCE: In late 2002, Project Director Arlethia Perry-Johnson formed the 52-member USG Task Force on Enhancing Access for African-American Males to solicit professional citizen-based expertise about African-American male enrollment. The task force was divided into six subcommittees: 1.) Research and Policy Analysis; 2.) K-12/Pipeline; 3.) Recruitment and Marketing; 4.) Retention Issues; 5.) Programs of Excellence; and 6.) Partnership Opportunities. The subcommittees met in-person and via satellite conferencing, conference calls, and e-mail forums. Each subcommittee produced findings and recommendations that were submitted for consideration by the full Task Force in early 2003. The final reports provided 50 recommendations.

THE EXTERNAL RESEARCH PROGRAM: In 2002, University System officials chose Matlock Advertising & Public Relations to undertake a study to identify barriers faced by African-American males to participation in USG institutions. Matlock subcontracted with Paul Warner & Associates to conduct statewide interviews. The firms engaged qualitative and quantitative research activities with African-American males and key influencers, holding 17 focus groups with African-American males throughout the state and conducting telephone surveys with more than 700 members of the target audience and their influencers, e.g., parents, teachers, guidance counselors, USG administrators, etc. The research, focusing on the service areas of eight geographically dispersed USG institutions ferreted out the validity of popularly held myths and assumptions regarding barriers to college matriculation for African-American males. The final report from the external research study provided 15 recommendations.

PILOT PROGRAMS: In April 2003, the Board of Regents approved six $10,000 grants toUSG institutions to initiate or expand programs aimed at enhancing the participation of African-American males:

- **Albany State University:** To support the institution's summer bridge programs for African-American students and to foster information sharing about their success.
- **Atlanta Metropolitan College:** To support the College's Saturday Academy/Postsecondary Readiness Enrichment Program initiative to identify and cultivate under-prepared students in the K-12 pipeline.
- **Coastal Georgia Community College:** To support the Minority Outreach Program, a partnership that targets rising seventh-grade African-American males in Brunswick and neighboring counties for mentoring and tutoring aimed to enhance college preparation and reducing the high-school dropout rate.
- **Fort Valley State University:** To support the launch of the institution's pre-collegiate summer residential institute for a sample of under-prepared students, focusing on reading, writing, mathematics, study skills, time management, library skills and other areas.

- **Savannah State University:** To support the successful PREP and Upward Bound initiatives and to help support its Summer Pipeline Program, aimed at developing under-prepared students for college.
- **The University of Georgia:** To support "Project: Gentlemen on the Move," a mentoring and academic-support program whose goals are to develop and nurture academic and social excellence in African-American male youth.

Fiscal Year '03 funds will support programs and institutional goals that will impact the enrollment of African-American males in the 2003-2004 Academic Year. Each AAMI pilot program will submit two reports, one at the end of the Fall 2003 semester and another at the end of the Spring 2004 semester. The reports will identify programmatic efforts to which funds were directed; report the number of African-American males who were impacted by the funding; provide evaluation and measurement information; detail ways in which a program's successes are being shared with other USG institutions; and estimate costs of expanding the program.

MARKETING GOALS: Work is underway to conduct an initial statewide marketing campaign aimed at enhancing communication with African-American males and key influencers of their postsecondary options and behavior. Based on the Board of Regents' response to the outcomes of the Phase I external research study and the USG's Task Force findings and recommendations, a long-term, comprehensive integrated marketing plan will be developed to address many of the communications and marketing recommendations of this initiative. Targeted audiences and proposed communications goals include:

- African-American middle-school students who need to be introduced to prerequisite courses for the College Prep Curriculum (CPC), beginning in the fifth and sixth grades;
- African-American males transitioning from middle school to high-school who need to make informed decisions regarding selection of the CPC and the additional courses need to attend USG institutions;
- Parents of both of these cohorts, many of whom will be introduced to CPC requirements for the first time;
- Key influencers, such as teachers, principals and guidance counselors to encourage enhanced communication and interaction with students;
- Students and their parents/guardians who need to be aware of the importance of adequate preparation for standardized tests that serve as college admissions measurements; and
- The public-at-large, to raise the aspirations of all students, in particular African-American males, to enhance the quality of their lives, their economic viability, and the state's economy.

Broadcast marketing production projects are being conceived and produced with Georgia Public Television (GPTV) in the form of public service announcements and commercials aimed at target groups. Also, GPTV's PeachStar satellite network will produce and air satellite messages from the Chancellor of the University System, Dr. Tom Meredith, enabling direct communication with middle- and high-school students, guidance counselors, and teachers. The messages will focus on encouraging students to raise their aspirations and seek the support of educational officials in supporting the USG's goal of "Creating a More Educated Georgia."

A wide variety of media will be used to communicate with African-American males, their parents/guardians and other adult influencers, such as guidance counselors, teachers, principals, etc. -- including radio and television commercials and public service announcements, brochures, billboards, professional association meetings, public forums, the PeachStar network, etc. External funding will be sought to support this element of the AAMI. Monies raised will be used to cover costs for long-term implementation of these initiatives, and to evaluate and measure our effectiveness in enhancing public awareness of the Board of Regents' goals and our impact on enrolling and retaining more African-American males in USG institutions.

CONTINUING EFFORTS: Convinced of the importance of the efforts begun by the AAMI and the value of the recommendations it put forward, Dr. Meredith has requested that the Board of Regents set aside $300,000 for FY04 to continue the AAMI's work and to initiate the AAMMI recommendations that the Board approves.

SYNOPSIS OF THE
University System of Georgia's African-American Male Initiative (AAMI)

BACKGROUND:
Demographic enrollment data collected during a comprehensive benchmarking initiative undertaken by the Board of Regents of the University System of Georgia in 2000 identified a stark disproportion in the enrollment of African-American males in public colleges and universities in Georgia compared to their African-American female and Caucasian male counterparts. In the Fall of 1999 (data used for the benchmarking effort), African-American male enrollment in the University System of Georgia stood at 37.5 percent, compared to 45.1 percent Caucasian/non-Hispanic male student enrollment.

Senior Vice Chancellor Dr. Daniel S. Papp, who along with Shelley Nickel, co-led the nearly year-long benchmarking study under the direction of then-USG Chancellor Stephen R. Portch, presented the findings to the Board of Regents at their October 2000 board meeting. Portch and Papp recommended that the African-American male issue be addressed along with other under-represented student populations identified in the benchmarking study, which included "non-traditional students" (those graduating from high school more than five years before beginning college) and part-time students.

In September 2001, A "Special Funding Initiative" request titled "Enhancing Access" was submitted to the Georgia General Assembly for consideration in the Fiscal Year 2003 Budget. In fall 2001, the specific disparity between African-American males and females at the undergraduate level within the University System was at a 2:1 ratio -- 28,000+ females to 14,000+ males. More than $2.2 million was allocated by the legislature in the FY '03 Budget, under the leadership of Chancellor Thomas C. Meredith, to create initiatives aimed at enhancing access for these under-represented student groups. Approximately $1.9 million was directed toward expanding access for "non-traditional" students by increasing the number of locations where returning adult learners could enter the University System -- including offering four-year degree programs on two-year college campuses and joint degree programs at regional centers around the state. Nearly $250,000 was allocated to conducting a study to identify barriers to the participation of African-American males in the University System.

THE OVERALL STUDY:
The allocated funds were used to undertake four phases of work:

- Establishing the "University System of Georgia's Task Force on Enhancing Access for African-American Males," comprised of members of the Board of Regents; University System staff; and K-12, higher education and national educational policy experts;
- Conducting a statewide external research study aimed at identifying the barriers to expanded participation by African-American males within the USG;
- Funding six pilot initiatives on USG campuses aimed at expanding or launching model efforts and sharing information regarding these initiatives already proven successful in encouraging African-American males to consider, enroll in, and graduate from college; and
- Developing a marketing plan and marketing collaterals aimed at raising the college-attendance aspirations and expanding the enrollment of African-American males.

"THE TASK FORCE":
The 52-member "University System of Georgia's Task Force on Enhancing Access for African-American Males" was created by Associate Vice Chancellor Arlethia Perry-Johnson in mid-2002,

with a goal of soliciting professional and citizen-based expertise in addressing the African-American male enrollment disparity. In September 2002, Chancellor Thomas C. Meredith charged the group, which conducted its work through March 2003. The task force was grouped into six subcommittees, with specific charges that included addressing:

- **Research and Policy Analysis**
- **K-12/Pipeline Issues**
- **Recruitment and Marketing**
- **Retention Issues**
- **Programs of Excellence**
- **Partnership Opportunities**

A list of the membership of the Task Force, by name, title and affiliation, is attached. All members provided their services on a voluntary basis. The Task Force met on three occasions in September 2002, November 2002, and January 2003 at the Board of Regents' offices in Atlanta. In between these large group meetings, each subcommittee met independently to address their respective charges.

The subcommittees carried out their work by convening in-person, via satellite conferencing, conference calls and e-mail forums. Each subcommittee produced a preliminary verbal report/presentation of its findings and recommendations for consideration by the full Task Force at the January 17, 2003 meeting. Final reports from the subcommittees were submitted by March 2003. Their findings and recommendations are included in this report of the "The University System of Georgia's African-American Male Initiative."

THE EXTERNAL RESEARCH PROCESS:

In August 2002, University System Office officials conducted a Request for Proposals through the state's Department of Administrative Services to identify an external research and marketing firm to address the unique challenges posed by the target audience. From a group of 33 applicants for the project, Matlock Advertising & Public Relations selected, after an extensive review process conducted by a University System office committee comprised of members of the Board of Regents and USO administrators. Matlock subcontracted with Paul Warner & Associates to conduct the statewide external research. The firm engaged in a series of qualitative and quantitative research activities with African-American males and key influencers. In all, 17 focus groups were conducted with African-American males throughout the state (including one with a group of young prison inmates), and quantitative telephone surveys were conducted with more than 700 members of the target audience and their influencers, e.g., parents, teachers, guidance counselors, USG administrators, etc. The research was focused in the service areas of eight USG institutions geographically dispersed throughout the state, with special emphasis placed on addressing the institutions' missions (e.g., research university or two-year college); their urban, rural or suburban location; and their residential or commuter designations.

The qualitative research ferreted out the validity of myths and assumptions regarding barriers to college matriculation for African-American males, while the quantitative research added statistical significance to the qualitative outcomes. A final report was submitted by the external research firm, containing findings and recommendations shaped as a result of their work. This report is another key deliverable of this study. A committee of University System officials provided oversight of the external research project, which included: Ms. Arlethia Perry-Johnson,

Dr. Daniel Papp, Dr. Frank Butler, Ms. Shelly Nickel, Dr. Cathie Hudson, Dr. John Wolfe and Dr. Scott Levine.

AAMI PILOT PROGRAMS:

Several successful programs are operating currently within the University System aimed at expanding the participation of under-prepared students, including African-American males. Four USG institutions, Fort Valley State, Albany State and Savannah State Universities and Atlanta Metropolitan College, all pride themselves on serving under-prepared students and working successfully to retain and graduate them. Oftentimes, mentoring and academic support of these students begins at an early stage in their academic careers, as early as middle school. Funding, however, is a constant challenge for these programs, often dependent on constrained institutional funds or on philanthropic and charitable giving. Other exemplary programs also exist within the USG that can serve as successful models for recruitment and retention of African-American males.

Under the auspices of the AAMI, six USG institutions and/or programs were identified by USO officials to receive funding to pilot and/or expand initiatives aimed at enhancing the participation of African-American males. At the April 2003 Board of Regents meeting, the following initiatives were approved to receive $10,000 each to broaden the impact of their work, for a total of $60,000 from Fiscal Year '03 funds dedicated to these USG programmatic efforts:

- **Albany State University:** To support the institution's summer bridge programs for African-American students and to foster information sharing regarding their success in achieving the third-highest retention rate in the University System of Georgia.

- **Atlanta Metropolitan College:** To support the college's long-running Saturday Academy/Postsecondary Readiness Enrichment Program (PREP) initiative, which identifies and cultivates under-prepared students in the K-12 pipeline and enhances their preparation for college admissions and matriculation;

- **Coastal Georgia Community College:** To support President Dorothy L. Lord's ten-year-old Coastal Georgia Minority Outreach Program, a community-college partnership that targets dozens of rising seventh-grade African-American males living in Brunswick and neighboring counties along the Southeast Georgia coast for mentoring and tutoring activities aimed at enhancing their college preparation and reducing the rate of high-school dropouts;

- **Fort Valley State University:** To support the launch of the institution's three-week, pre-collegiate summer residential institute for a small sample of under-prepared (limited admissions) students, focusing on reading, writing, mathematics, study skills, time management, library skills and other areas in which they need additional preparation. The end goal is to develop more academically, socially and culturally competitive students who will be successful in fall 2003 and beyond.

- **Savannah State University:** To provide funding for the institution's successful PREP and Upward Bound initiatives and to help support its relatively new Summer Pipeline Program, aimed at developing under-prepared students for college matriculation. Special efforts will be made to transition African-American male students from these pre-college programs into the university and to continue enhancing the institution's recent increases in the SAT scores of first-time freshmen.

- **The University of Georgia:** To support Deryl Bailey's "Project: Gentlemen on the Move (PGOTM)," a mentoring and academic-support program that has been implemented successfully in three states. The goals of PGOTM are to develop and nurture academic and social excellence in African-American male adolescents. More specifically, the program aims to increase the number of college preparatory and advanced college courses successfully completed by program participants, thereby equipping them with the necessary academic and social skills they will need to be successful in institutions of higher learning.

The Fiscal Year '03 funds will support programs and institutional goals that will impact the enrollment of African-American males in the 2003-2004 Academic Year. All six of the **AAMI Pilot Programs** will be evaluated via the submission of two reports, one at the end of the fall 2003 semester and another at the end of the spring 2004 semester. The reports will reflect the following:

- **Specific programmatic initiatives to which the funds were directed;**
- **How many African-American males were impacted by the funding;**
- **Evaluation and measurement strategies used to assess the effectiveness of the programmatic initiatives;**
- **How the program's successes are being shared with other institutions within the University System; and**
- **How and at what cost the programs might be expanded to have additional impact (final report only).**

MARKETING GOALS:

Utilizing existing funding from the AAMI, work currently is underway to conduct an initial statewide marketing campaign aimed at enhancing communication with the target audience of African-American males and key influencers of their postsecondary options and behavior. Based on the Board of Regents' response to the outcomes of the Phase I external research study and the USG's Task Force findings and recommendations, a long-term, comprehensive integrated marketing plan will be developed to address many of the enhanced communications and marketing recommendations of this African-American Male Initiative. Projected costs will be associated with this plan, and it will be presented to the Board of Regents for their consideration and action.

Targeted audiences and proposed communications goals include developing collaterals for:

- African-American middle-school students who need to be introduced to the prerequisite courses for the College Prep Curriculum (CPC), beginning in the fifth and sixth grades (e.g., Pre-Algebra vs. basic math);
- Those African-American males transitioning from middle school to high-school, who need to make informed decisions regarding selection of the CPC and the additionally rigorous courses needed to attend USG institutions;
- The parents of both of these cohorts, many of whom will be introduced to the requirements of the CPC for the first time;
- Key influencers, such as teachers, principals and guidance counselors, to encourage enhanced communication and interaction with the targeted students and the formation of relationships to ensure they are fully knowledgeable regarding the requirements of attending the college or university of their choice;

- Enhanced communication with targeted students and their parents/guardians regarding the importance of adequate preparation for the standardized tests that serve as college admissions measurements; and
- The public-at-large, to inform them of their ability to raise the aspirations of all Georgia's students -- in particular those of African-American males -- in order to enhance the quality of their lives, their economic viability and the state's economy.

Broadcast marketing production projects currently are being conceived and produced with Georgia Public Television (GPTV) in the form of public service announcements and commercials aimed at the target group. In addition, GPTV's PeachStar satellite network will produce and air satellite messages from the chancellor of the University System, enabling direct communication with middle- and high-school students, guidance counselors and teachers. The messages will focus on encouraging students to raise their aspirations and seek the support of educational officials in supporting the University System of Georgia's goal of "Creating a More Educated Georgia."

A wide variety of media will be used to communicate with the targeted African-American males, their parents/guardians and other adult influencers, such as guidance counselors, teachers, principals, etc. -- including radio and television commercials and public service announcements, brochures, billboards, professional association meetings, public forums, the PeachStar network, etc. External funding (corporate and foundation support) will be sought to support this element of the AAMI. Monies raised will be used to cover costs for long-term implementation of these initiatives, and to evaluate and measure our effectiveness in enhancing public awareness of the Board of Regents' goals and our impact on enrolling and retaining more African-American males in USG institutions.

FINAL RECOMMENDATIONS FROM THE
UNIVERSITY SYSTEM OF GEORGIA'S AFRICAN-AMERICAN MALE INITIATIVE
FOR CONSIDERATION AND ACTION BY THE
BOARD OF REGENTS OF THE UNIVERSITY SYSTEM OF GEORGIA
MAY 21, 2003

The AAMI Task Force and the research study conducted by Matlock Advertising & Public Relations and Paul A. Warner Associates put forward 65 recommendations for consideration. After review by the USO AAMI work group and Chancellor Thomas C. Meredith, 15 recommendations are put forward for the Board's consideration and action at the May 2003 meeting:

1. The University System of Georgia (USG) should partner with the Georgia Department of Education (DOE) and the Education Coordinating Commission (EEC) to implement programs, including incentives and workshops to increase understanding and awareness of issues affecting African-American males, to encourage teachers, guidance counselors, and administrators to work toward increasing the number of African-American male students in college preparatory courses and extracurricular SAT preparation sessions.

   The partners should ensure that such efforts include the creation of a sustained program of training, informational sessions, public awareness, and possibly incentives for high-school guidance counselors to improve their skills in guiding and preparing African-American males for college admission.

   The partners must also provide specific support services for African-American male students throughout the K-12 pipeline, such as mentoring, career-planning assistance, and college preparatory services such as targeted college admissions and testing guidance.

2. The USG should monitor single and multi-year indicators of African-American male participation in the 34 University System institutions in enrollment, retention and graduation. Such monitoring will be aimed at establishing future USG goals for these three performance indicators.

3. As part of the comprehensive public awareness campaign that will support the AAMI (Phase II project), the USG will provide guidelines and marketing strategies to USG institutions on how to reach/target young African-American males for recruitment, and hold them accountable for employing such strategies.

4. During the next administration of the USG's Student Satisfaction Survey (the 2004-05 Academic Year), USG institutions will systematically investigate how currently enrolled African-American males perceive their campus climates. The research should drive policy and procedural changes.

5. The USG should create an office at the System level to coordinate, oversee, advocate for, and ensure the effectiveness of programs that address barriers to enrolling and retaining under-represented student in USG institutions. Such an office should also be responsible for the System's Postsecondary Readiness Enrichment Program (PREP), the Minority Advising Program (MAP), the Minority Recruitment Program (MRO), and the African-American Male Initiative.

6. University System officials should recommend to the state's Education Coordinating Council that tracking systems be established to allow more in-depth analysis of the educational pipeline and where we initially begin loosing African-American males.

7. In keeping with Goal 1, Recommendation 2 of the University System of Georgia's Strategic Plan, the USG will complete the existing Academic Affairs study aimed at strengthening existing USG programs to more effectively address diversity/cross-cultural understanding inside and outside the classroom, and expand such programs as necessary.

8. The Chancellor will establish high priority for and accountability by USG presidents for ensuring the effective use of existing academic support infrastructures on the campuses to enhance African-American male student retention at the institutions.

9. The USG will encourage its institutions to create more opportunities for college-bound students to participate in summer enrichment programs housed on college campuses, in order to enhance young African-American males' academic and social/independent living skills.

10. As a key element of the USG's AAMI integrated marketing campaign, the USG will utilize a variety of public awareness and communications efforts to encourage African-American parents to become significant partners with their sons to ensure that young African-American males receive adequate, college-prep-oriented academic guidance and positive reinforcement.

11. In conjunction with the DOE, the USG (especially the P-16 Office) will devise policies and incentives to increase the number of high-quality teachers teaching in hard-to-staff urban and rural schools where many African-American students attend and to eliminate of out-of-field teaching in Georgia's schools.

12. The USG will encourage its institutions to expand their adoption of K-12 schools in their service regions and to develop programs through which African-American male college students can serve as mentors to African-American male high-school juniors and seniors. The USG will also explore enlisting the USG's Student Advisory Council in such an initiative. The USG will collect data on such efforts annually.

13. The USG will encourage its institutions identify and then replicate "Best Practices" programs relevant to their campuses regarding the recruitment, retention, and graduation of African-American males.

14. The USG should establish specific data reporting criteria for PREP, the Minority Advising Program (MAP), and the Minority Recruiting Offices (MRO). Feedback from the System office about each program should be given to each institution.

15. In conjunction with the DOE, the USG (especially the P-16 Office) should increase efforts to recruit and educate African-American male teachers and counselors to serve in K-12 schools, especially in areas where such individuals are under-represented in comparison to the student population.

The University System Of Georgia's Task Force On Enhancing Access For African-American Males

Board of Regents' Staff:

***Chair,* Arlethia Perry-Johnson, Associate Vice Chancellor for Media & Publications**
***Ex-Officio,* Dr. Daniel S. Papp, Senior Vice Chancellor, Academics and Fiscal Affairs**

SUB-COMMITTEE CHARGES, CHAIRS & MEMBERS:

RESEARCH & POLICY ANALYSIS SUBCOMMITTEE: Provide research issues, data trends, and data analysis for the Task Force, the subcommittees and the consultants to achieve the initiative's goals. Define a long-term research agenda for the System in this area. Analyze the appropriateness of newly proposed research protocols and instruments. Ensure that various subcommittees' research needs are apropriately integratd into the consultant's study. Ensure that the Task Force recommendations are grounded in research findings. Assist in the development of the board meeting presentation on the research findings and in shaping the final Task Force Report.

CHAIR: **Dr. Cathie Mayes Hudson, Associate Vice Chancellor, Strategic Research & Analysis, Board of Regents of the University System of Georgia**

VICE CHAIR: **Dr. Carlton Brown, President, Savannah State University**

MEMBERS:
Regent William Cleveland, M.D., Member, Board of Regents of the University System of Georgia
Dr. Jacquelyn Belcher, President, Georgia Perimeter College
Dr. Arthur N. Dunning, Vice President for Public Service and Outreach, University of Georgia
Ms. Shelley Nickel, Special Assistant to the Chancellor, Board of Regents of the University System of Georgia
Dr. Joshua Murfree, Director, Center for African-American Males, Albany State University
Dr. Michael Nettles, Director, Center for the Study of Higher & Postsecondary Education, University of Michigan
Mr. William Cox, Publisher, Black Issues in Higher Education
Mr. Darryl Holloman, Student Advocacy Officer, Georgia State University
Dr. Felita Williams, Vice President for Advancement and External Affairs, Georgia Perimeter College

K-12/PIPELINE ISSUES SUBCOMMITTEE: Identify the influencing academic, environmental, societal, financial and other critical issues that contribute to and impact the number of African-American male students who graduate from high school effectively prepared to matriculate in Georgia's colleges and universities. Prepare a written report of the subcommittee's findings and recommendations for incorporation into the Task Force Report.

CHAIR: **Dr. Jan Kettlewell, Associate Vice Chancellor for Academic Affairs, Board of Regents of the University System of Georgia**

VICE CHAIR: **Dr. Kofi Lomotey, President, Fort Valley State University**

MEMBERS:
Regent Elridge McMillan, Scholar-in-Residence, Atlanta Metropolitan College, Member, Board of Regents of the University System of Georgia
Dr. Evelyn Dandy, Professor of Education and Director, Pathways to Teaching Program, Armstrong Atlantic State University
Dr. Leroy Irving, retired administrator, College of Education, University of Georgia
Mr. Lester McKee, Special Assistant to the Deputy Superintendent, Atlanta Public Schools
Dr. John W. Culbreath, Professor of Educational Administration, Albany State University
Ms. Kati Haycock, Director, Education Trust
Ms. Sylvia Hooker, Principal, Coweta County Schools (on loan to the Georgia Leadership Institute)
Dr. Paul Ohme, Director, Center for Education Integrating Science, Mathematics & Computing, Georgia Tech

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RECRUITMENT AND MARKETING SUBCOMMITTEE: Assess current recruitment and marketing strategies directed at attracting African-American males into the University System, including early intervention initiatives, articulation agreements, enrollment management strategies, marketing collaterals, advertising and direct communication. Prepare a written report of the subcommittee's findings and recommendations for the Task Force Report.

CHAIR: **Dr. Beheruz Sethna, President, State University of West Georgia**

VICE CHAIR: **Dr. Walter Kimbrough, Vice President for Student Affairs, Albany State University**

MEMBERS: Regent Wanda Yancey Rodwell, Director, Corporate Communications, Delta Airlines, Member, Board of Regents of the University System of Georgia
Mr. John Millsaps, Director, Communications and Marketing, the University System of Georgia
Mr. Scott Levine, Vice President of Communications, GeorgiaGLOBE
Mr. Robert G. Haley, Director of Special Projects, College of Engineering, Georgia Tech
Mr. Jim Cooper, Director of Recruitment, Southern Polytechnic State University
Ms. Jocelyn Dorsey, Director of Editorials and Public Affairs, WSB-TV, Atlanta

RETENTION ISSUES SUBCOMMITTEE: Identify existing barriers to the successful retention of African-American males within the University System, and successful programs aimed at addressing these problems. Prepare a written report of the subcommittee's findings and recommendations for incorporation into the Task Force Report.

CHAIR: **Dr. Portia Holmes Shields, President, Albany State University**

VICE CHAIR: **Dr. John Wolfe, Associate Vice Chancellor, Academic Affairs, the University System of Georgia**

MEMBERS: Dr. Carl Patton, President, Georgia State University
Dr. Louis Castanell, Dean, College of Education, University of Georgia
Mr. Gordon Moore, Director, Office of Minority Educational Development, Georgia Tech
Dr. Joseph Szutz, Asst. Vice Chancellor for Planning, Office of Research & Policy Analysis, the University System of Georgia
Mr. Jeff Orr, Director, Advising, Tutoring, Testing & International Center, Southern Polytechnic State University
Dr. Doris A. Derby, Director, Office of African American Student Services and Program, Georgia State University

PROGRAMS OF EXCELLENCE SUBCOMMITTEE: Identify successful programs both within the University System of Georgia and externally (statewide and nationally) that have documented success in recruiting and retaining African-American males in higher education. Document the quantifiable success of these programs. Recommend appropriate prospects for replication and/or expansion throughout the System. Prepare a written report of the subcommittee's findings and recommendations for incorporation into the Task Force Report.

CHAIR: **Mr. Maxwell Allen, Executive Assistant to the President, Georgia College & State University**

VICE CHAIR: **Dr. Harold Wade, President, Atlanta Metropolitan College**

MEMBERS: Dr. Dorothy Lord, President, Coastal Georgia Community College
Dr. Derryl Bailey, Assistant Professor of Counseling, University of Georgia
Dr. Gary MaGaha, Dean of Academic Services, Georgia Perimeter College, Dunwoody Campus
Dr. Curtis Sartor, Head of the Architecture Program, Southern Polytechnic State University
Ms. Sue Hawks-Foster, Director, Educational Opportunity Programs, Georgia Southern University

PARTNERSHIP OPPORTUNITIES SUBCOMMITTEE: Identify a wide array of educational, civic and business organizations to serve as partners in this initiative, geographically dispersed throughout the state. Develop formal partnerships and linkages with these organizations, formalize articulation agreements and recommend long-term maintenance and monitoring strategies for these alliances. Prepare a written report of the subcommittee's findings and recommendations for incorporation into the Task Force Report.

CHAIR: **Mr. Curley M. Dossman, Jr., President, Georgia-Pacific Foundation**

VICE CHAIR: **Dr. Joseph "Pete" Silver, Vice President for Academic Affairs, Savannah State University**

MEMBERS: Regent Connie Cater, Member, Board of Regents of the University System of Georgia
Dr. James Burran, President, Dalton College
Mr. Anthony R. James, President and CEO, Savannah Electric Company
Mr. Barney Simms, Special Assistant for External and Community Affairs, Atlanta Housing Authority
Mr. Thomas Williams, Director of Special Projects, Office of Senator Max Cleland
Mr. Milton Jones, President, Bank of America-Georgia
Mr. Thomas W. Dortch, Jr., National Chairman, 100 Black Men of America
Mr. Calvin Hughes, News Anchor, WGCL-TV, Atlanta

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The University System Of Georgia's African-American Male Initiative

STATUS REPORT/TIMELINE

2002

JULY

- ✓ $200K made available by the Legislature to study barriers and impediments to African-American Male Participation in the USG
- ✓ Shaped Requests For Proposals with USO Team
- ✓ Began tapping members for the USG Task Force

AUGUST

- ✓ Floated RFP through the Department of Administrative Services in early August
- ✓ Completed composition of 50-member Task Force; sent letters of invitation to Kick-Off Meeting
- ✓ Chancellor re-commenced his statewide tour; begins discussing this priority with statewide press

SEPTEMBER

- ✓ Task Force on Enhancing Access for African-American Males met for the first time on 9/4/02
- ✓ Vendor selection team formed with 4 members of the Board of Regents, 5 USO staff,
- ✓ RFP closed on September 12
- ✓ Netted 33 proposals on the project; 17 on Phase I (research) 16 on Phase II (marketing)
- ✓ September 30, selected Matlock Advertising & Public Relations as successful vendor for both phases of the project
- ✓ Task Force Subcommittees conducted meetings

OCTOBER

- ✓ Vendor meetings with USO team to clarify goals and objectives
- ✓ Vendor produced, received approval from USO team on Research Plan
- ✓ Focus group questionnaires approved
- ✓ Task Force Subcommittees conducted meetings

NOVEMBER

- ✓ Research activities commenced on 11/6/02 at Macon State
- ✓ 16 Focus Groups conducted at USG campuses
- ✓ Observations of "safe place" to share attitudes regarding Black males in higher education
- ✓ Second Task Force meeting held on 11/2/02
- ✓ Task Force Subcommittees conducted meetings

DECEMBER

- ✓ Conducted prison focus group
- ✓ Concluded statewide focus groups

2003

JANUARY

- ✓ Third Task Force meeting held on 1/17/03
- ✓ Subcommittee chairs/vice chairs presented each group's initial findings and recommendations for feedback from the Task Force and USO team
- ✓ Subcommittees asked to address any critical feedback from the research process

FEBRUARY

- ✓ Subcommittee Chairs submitted their final reports to the University System Office
- ✓ Project Update presented at the Board of Regents' February meeting

MARCH

- ✓ Draft research and Task Force reports reviewed and refined by all critical constituents (i.e., USO Committee, Task Force Chairs, Chancellor)
- ✓ Strategic pilot projects shaped for Board's consideration in April
- ✓ Consultant presented outcomes of qualitative and quantitative research to the University System Office

APRIL

- ✓ Request for funding of the University System of Georgia's African-American Male Initiative Pilot Programs approved by the Board of Regents

MAY

- ✓ Final Report containing the University System of Georgia's African-American Male Initiative's findings and recommendations presented to the Board of Regents for consideration and action

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Updated: 4/29/03

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